

SUBJECT: Direct Analysis

DATE:

## Wednesday Meeting

- Business Analysis
- What is direct doing for our business?

ROI / payout	YAS vs. owl
units moved	mailings
CPM	1999?
	1998

- What names do we purchase?
- Questions: 146,160 non-responders - Part names
- 114,840 responders on Part database.
- Who do we mail?
- Why 1 in new/switched population  
117%
- # of Part Smokers in Supportall Mkt vs. Non

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Demos

<u>Database</u>	<u>CTS</u>	<u>Mailing</u>	<u>Responders</u>
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- Right strategy for our's versus YAS  
Kings + 100's on database median  
age is 46 + 53
- Go of those we have that are  
100's vs Kings. & what share look  
at?  
What geo?  
Look at mailing  
profile.
- 2.1 mn YAS available for Paul.  
profile of?  
Demos
- Age.  
Ever Mailed
- Retail tree lighter for April product  
promo in new MKTs for new met name gen.
- OW L trial??
- Overall YAS Spending vs. Ctr Spending  
vs. volume.
- 1998 any age skew?

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1998 Audience

Parliament Vol. Reg. #?  
Compt. P.M. Vol. Reg. #  
News Switched Pub. #  
What's New Bl. Verifield?

Def

Any age break Segmentation?

1999 Audience

- Was 99 audience Owl's only?
- Under 35 → YAS mailing in Separated Markets
- > 35+ Owl mailing in Separated Mkt's
- 21+ Non Separated Mkt's

2000 Strategy

- < 35 YAS mailings
- > 35 Owl mailings

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1991

Tele

9/11: Defensive handling 21 +  
off volume. Comp.

June

Defend 21 +  
revision but geo.

Aug/Sept

~~21 YAS~~ ~~35 YAS~~ ~~35 YAS~~

Sept 9/11 35 + Supported / 31+ non-supported  
Aug YAS 21-34 + Comp. YAS.  
Sept YAS Comp YAS.

December

9/11 35 +  
YAS 21-34 Paul + Comp.

- Fang Shue -

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